

# The 2018 Economic Impact of Domestic Travel on North Carolina's Economic Prosperity Zones

Prepared for Visit North Carolina By the U.S. Travel Association

County	2018 Expenditures (\$ millions)	Percent Change (2017 - 2018)	2018 Payroll (\$ millions)	Percent Change (2017 - 2018)	2018 Employment (thousands)	Percent Change (2017 - 2018)	2018 State Tax Receipts (\$ millions)	Percent Change (2017 - 2018)	2018 Local Tax Receipts (\$ millions)	Percent Change (2017 - 2018)
<b>Southeast</b>										
Brunswick	\$599.11	6.5%	\$120.33	6.0%	5.93	2.9%	\$27.52	5.6%	\$36.61	5.8%
Carteret	377.05	4.0%	72.35	3.6%	3.55	1.3%	16.84	3.1%	22.29	3.4%
Craven	149.15	5.0%	30.37	4.5%	1.18	1.4%	8.11	4.0%	3.27	4.3%
Duplin	43.38	3.4%	5.30	3.0%	0.22	1.0%	2.51	2.5%	1.42	2.8%
Greene	6.11	3.6%	0.64	3.2%	0.03	1.1%	0.34	2.7%	0.22	3.0%
Jones	4.39	5.5%	0.64	5.1%	0.02	1.9%	0.27	4.6%	0.14	4.9%
Lenoir	93.48	5.2%	16.68	4.8%	0.67	1.7%	5.20	4.3%	1.82	4.6%
New Hanover	612.92	6.0%	149.14	5.5%	6.47	2.4%	29.54	5.1%	24.73	5.4%
Onslow	249.19	8.0%	49.31	7.6%	1.88	3.1%	12.98	7.1%	9.48	7.4%
Pamlico	19.65	5.0%	2.49	4.5%	0.09	1.4%	0.81	4.0%	2.16	4.3%
Pender	101.71	4.8%	18.81	4.4%	0.85	1.3%	4.85	3.9%	7.09	4.2%
Wayne	178.92	5.7%	25.51	5.2%	1.11	2.0%	11.10	4.7%	2.76	5.0%
<b>Total</b>	<b>\$2,435.06</b>	<b>5.8%</b>	<b>\$491.56</b>	<b>5.4%</b>	<b>21.99</b>	<b>2.2%</b>	<b>\$120.09</b>	<b>4.9%</b>	<b>\$112.00</b>	<b>5.1%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>
<b>Northeast</b>										
Beaufort	\$93.26	7.7%	\$12.99	7.3%	0.51	2.9%	\$4.70	6.8%	\$5.53	7.1%
Bertie	14.60	4.6%	1.54	4.1%	0.05	1.0%	0.81	3.7%	0.82	3.9%
Camden	2.21	5.5%	0.26	5.0%	0.01	1.9%	0.12	4.6%	0.18	4.8%
Chowan	22.82	2.9%	3.62	2.5%	0.16	0.8%	1.10	2.0%	1.45	2.3%
Currituck	243.81	5.6%	45.12	5.2%	2.13	2.0%	11.31	4.7%	13.97	5.0%
Dare	1,187.38	4.9%	263.40	4.4%	13.55	1.4%	56.34	4.0%	53.60	4.3%
Edgecombe	62.26	3.7%	9.16	3.3%	0.38	1.1%	3.45	2.8%	1.11	3.1%
Gates	6.81	5.2%	0.62	4.7%	0.02	1.6%	0.42	4.2%	0.25	4.5%
Halifax	101.45	4.6%	12.94	4.2%	0.57	1.3%	6.23	3.7%	2.48	4.0%
Hertford	30.48	4.8%	4.13	4.3%	0.19	1.6%	1.82	3.9%	0.77	4.1%
Hyde	39.26	4.7%	8.10	4.2%	0.42	1.6%	1.84	3.8%	2.16	4.0%
Martin	33.28	4.8%	5.32	4.4%	0.24	1.7%	1.81	3.9%	0.82	4.2%
Nash	309.08	5.6%	63.09	5.1%	3.15	2.0%	16.12	4.6%	8.45	4.9%
Northampton	15.10	4.5%	1.86	4.0%	0.06	1.4%	0.68	3.5%	1.30	3.8%
Pasquotank	65.65	4.8%	10.69	4.3%	0.51	1.2%	3.60	3.8%	1.50	4.1%
Perquimans	11.14	2.6%	1.45	2.4%	0.05	0.7%	0.46	1.7%	1.28	1.9%
Pitt	260.59	5.6%	54.95	5.2%	2.31	2.1%	13.47	4.7%	5.80	5.0%
Tyrrell	3.83	4.5%	0.39	4.0%	0.02	1.4%	0.18	3.6%	0.37	3.9%
Washington	15.97	4.0%	2.24	3.6%	0.10	1.1%	0.89	3.1%	0.68	3.4%
Wilson	126.26	5.6%	19.84	5.1%	0.90	2.0%	7.41	4.6%	2.44	4.9%
<b>Total</b>	<b>\$2,645.23</b>	<b>5.2%</b>	<b>\$521.74</b>	<b>4.7%</b>	<b>25.32</b>	<b>1.6%</b>	<b>\$132.77</b>	<b>4.2%</b>	<b>\$104.96</b>	<b>4.5%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>

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<b>Sandhills (South Central)</b>										
Bladen	\$42.86	5.7%	\$4.78	5.2%	0.20	2.1%	\$2.59	4.8%	\$1.24	5.1%
Columbus	58.85	4.7%	7.51	4.3%	0.32	1.6%	3.37	3.8%	1.62	4.1%
Cumberland	574.03	5.8%	110.54	5.4%	4.73	2.3%	30.67	4.9%	12.20	5.2%
Hoke	12.44	4.4%	1.64	4.0%	0.08	1.4%	0.69	3.5%	0.20	3.8%
Montgomery	31.25	4.2%	3.39	3.7%	0.12	1.3%	1.44	3.3%	3.24	3.6%
Moore	520.69	6.0%	124.68	5.5%	6.07	2.4%	26.41	5.1%	15.52	5.3%
Richmond	53.03	6.7%	10.02	6.3%	0.45	2.6%	2.80	5.8%	1.01	6.1%
Robeson	159.84	4.6%	25.54	4.2%	1.21	1.2%	9.23	3.7%	3.20	4.0%
Sampson	53.31	2.1%	7.36	1.8%	0.30	0.5%	2.98	1.2%	1.71	1.5%
Scotland	46.72	3.8%	8.17	3.3%	0.39	1.1%	2.56	2.9%	0.82	3.1%
<b>Total</b>	<b>\$1,553.01</b>	<b>5.5%</b>	<b>\$303.63</b>	<b>5.2%</b>	<b>\$13.87</b>	<b>2.1%</b>	<b>\$82.75</b>	<b>4.6%</b>	<b>\$40.75</b>	<b>4.8%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>
<b>North Central</b>										
Chatham	\$36.89	5.4%	\$4.74	5.0%	0.19	1.8%	\$2.17	4.5%	\$0.68	4.8%
Durham	859.47	5.5%	189.18	5.1%	9.27	2.0%	45.57	4.6%	29.00	4.9%
Franklin	25.71	5.3%	3.20	4.8%	0.13	1.7%	1.42	4.4%	0.65	4.6%
Granville	52.44	5.9%	6.95	5.5%	0.32	2.3%	3.07	5.0%	1.49	5.3%
Harnett	94.48	5.3%	14.42	4.9%	0.66	1.8%	5.16	4.4%	2.21	4.7%
Johnston	256.02	7.1%	41.90	6.6%	1.92	3.0%	14.23	6.1%	6.47	6.4%
Lee	82.64	4.8%	15.54	4.4%	0.68	1.6%	4.74	3.9%	1.67	4.2%
Orange	208.00	5.1%	41.91	4.6%	1.94	1.5%	11.13	4.1%	4.52	4.4%
Person	38.36	5.4%	5.07	5.0%	0.22	1.9%	2.25	4.5%	0.86	4.8%
Vance	52.23	4.3%	7.55	3.9%	0.31	1.2%	3.12	3.4%	1.55	3.7%
Wake	2,400.87	6.0%	805.18	5.5%	23.97	2.4%	114.68	5.0%	64.23	5.3%
Warren	26.65	3.5%	3.48	3.0%	0.12	0.9%	0.97	2.6%	2.38	2.8%
<b>Total</b>	<b>\$4,133.75</b>	<b>5.8%</b>	<b>\$1,139.13</b>	<b>5.4%</b>	<b>39.76</b>	<b>2.2%</b>	<b>\$208.53</b>	<b>4.9%</b>	<b>\$115.71</b>	<b>5.1%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>
<b>Piedmont Triad (Central)</b>										
Alamance	\$201.59	5.7%	\$34.37	5.2%	1.50	2.1%	\$11.75	4.8%	\$3.54	5.1%
Caswell	9.48	3.5%	1.05	3.1%	0.04	1.0%	0.45	2.6%	0.68	2.9%
Davidson	176.22	5.3%	26.35	4.8%	1.08	1.7%	9.80	4.4%	5.77	4.6%
Davie	39.47	4.0%	7.61	3.6%	0.31	1.3%	2.19	3.1%	0.71	3.4%
Forsyth	950.57	5.8%	173.19	5.4%	7.28	2.2%	55.82	4.9%	17.50	5.2%
Guilford	1,487.69	5.6%	394.19	5.2%	14.24	2.1%	76.51	4.7%	33.91	5.0%
Randolph	153.58	5.0%	25.12	4.6%	1.05	1.5%	9.27	4.1%	2.51	4.4%
Rockingham	75.28	5.1%	13.23	4.7%	0.58	1.6%	3.96	4.2%	1.83	4.5%
Stokes	26.20	3.1%	3.59	2.6%	0.14	0.9%	1.33	2.2%	1.03	2.5%
Surry	130.90	5.2%	20.26	4.7%	0.86	1.6%	7.23	4.3%	2.83	4.5%
Yadkin	40.40	3.4%	7.44	2.9%	0.37	1.0%	2.16	2.5%	0.99	2.8%
<b>Total</b>	<b>\$3,291.39</b>	<b>5.5%</b>	<b>\$706.40</b>	<b>5.1%</b>	<b>27.44</b>	<b>2.0%</b>	<b>\$180.48</b>	<b>4.6%</b>	<b>\$71.30</b>	<b>4.8%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>

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<b>Southwest</b>										
Anson	\$17.97	3.0%	\$2.33	2.6%	0.11	0.9%	\$1.05	2.1%	\$0.45	2.4%
Cabarrus	469.31	5.0%	111.00	4.6%	4.65	1.5%	26.57	4.1%	8.27	4.4%
Cleveland	116.98	6.2%	18.08	5.8%	0.74	2.4%	6.87	5.3%	2.07	5.6%
Gaston	276.58	5.7%	46.93	5.2%	2.04	2.1%	15.71	4.7%	4.58	5.0%
Iredell	271.66	5.8%	45.14	5.3%	2.00	2.2%	14.85	4.8%	8.35	5.1%
Lincoln	59.66	5.4%	10.27	5.0%	0.41	1.8%	3.29	4.5%	1.79	4.8%
Mecklenburg	5,681.82	5.6%	2,038.02	5.1%	53.30	2.0%	266.52	4.7%	139.51	4.9%
Rowan	184.67	5.7%	32.32	5.2%	1.48	2.1%	9.74	4.7%	5.99	5.0%
Stanly	84.81	4.5%	11.96	4.1%	0.52	1.3%	4.92	3.6%	2.54	3.9%
Union	147.46	5.5%	24.66	5.1%	1.10	1.9%	8.11	4.6%	2.66	4.9%
<b>Total</b>	<b>\$7,310.92</b>	<b>5.5%</b>	<b>\$2,340.70</b>	<b>5.1%</b>	<b>66.35</b>	<b>2.0%</b>	<b>\$357.62</b>	<b>4.6%</b>	<b>\$176.21</b>	<b>4.9%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>
<b>Northwest</b>										
Alexander	\$21.93	5.2%	\$3.47	4.8%	0.13	1.7%	\$1.22	4.3%	\$0.91	4.6%
Alleghany	25.43	2.7%	4.90	2.5%	0.19	0.7%	1.20	1.8%	1.71	2.0%
Ashe	60.73	5.3%	9.56	4.9%	0.44	1.8%	3.12	4.4%	3.28	4.7%
Avery	132.51	5.5%	32.14	5.1%	1.37	1.9%	6.58	4.6%	5.88	4.9%
Burke	107.15	5.8%	16.65	5.3%	0.75	2.2%	5.87	4.9%	3.03	5.2%
Caldwell	55.59	4.8%	8.94	4.4%	0.36	1.3%	3.02	3.9%	1.72	4.2%
Catawba	293.05	5.7%	56.45	5.2%	2.49	2.1%	16.04	4.8%	8.75	5.0%
McDowell	62.18	5.7%	9.96	5.3%	0.45	2.1%	3.26	4.8%	2.26	5.1%
Mitchell	24.83	3.0%	4.04	2.6%	0.18	1.0%	1.09	2.1%	1.08	2.4%
Watauga	263.90	4.0%	62.37	3.6%	2.87	1.3%	13.10	3.1%	10.40	3.4%
Wilkes	81.01	3.8%	12.73	3.3%	0.57	1.1%	3.97	2.8%	1.96	3.1%
Yancey	40.64	5.2%	7.06	4.7%	0.27	1.6%	1.81	4.3%	2.87	4.5%
<b>Total</b>	<b>\$1,168.96</b>	<b>5.0%</b>	<b>\$228.29</b>	<b>4.5%</b>	<b>10.07</b>	<b>1.7%</b>	<b>\$60.28</b>	<b>4.1%</b>	<b>\$43.86</b>	<b>4.3%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>
<b>Western</b>										
Buncombe	\$1,212.65	6.2%	\$281.19	5.7%	12.09	2.6%	\$61.18	5.2%	\$39.61	5.5%
Cherokee	52.67	7.0%	8.55	6.5%	0.39	2.5%	2.41	6.1%	3.02	6.3%
Clay	14.02	5.2%	1.65	4.7%	0.06	1.6%	0.58	4.3%	1.57	4.5%
Graham	29.40	4.5%	5.41	4.0%	0.28	1.4%	1.37	3.6%	1.98	3.9%
Haywood	189.94	4.2%	42.44	3.8%	1.84	1.3%	10.42	3.3%	7.15	3.6%
Henderson	313.37	6.4%	59.60	5.9%	2.50	2.8%	14.11	5.4%	13.49	5.7%
Jackson	205.81	5.3%	50.87	4.9%	1.89	1.7%	11.34	4.4%	9.50	4.7%
Macon	178.37	4.8%	33.04	4.4%	1.39	1.7%	7.95	3.9%	14.27	4.2%
Madison	42.24	6.8%	8.79	6.4%	0.37	2.5%	2.16	5.9%	1.94	6.2%
Polk	32.44	5.6%	4.98	5.1%	0.23	2.0%	1.69	4.7%	1.85	4.9%
Rutherford	189.49	4.5%	28.78	4.1%	1.34	1.6%	11.28	3.6%	5.75	3.9%
Swain	215.17	4.7%	65.31	4.2%	2.25	1.4%	13.31	3.8%	4.78	4.0%
Transylvania	106.32	6.5%	20.64	6.0%	0.87	2.9%	4.09	5.6%	4.91	5.8%
<b>Total</b>	<b>\$2,781.89</b>	<b>5.7%</b>	<b>\$611.25</b>	<b>5.2%</b>	<b>25.49</b>	<b>2.2%</b>	<b>\$141.88</b>	<b>4.7%</b>	<b>\$109.83</b>	<b>5.0%</b>
<b>State Totals</b>	<b>\$25,320.21</b>	<b>5.6%</b>	<b>\$6,342.70</b>	<b>5.1%</b>	<b>230.29</b>	<b>2.0%</b>	<b>\$1,284.39</b>	<b>4.6%</b>	<b>\$774.60</b>	<b>4.9%</b>

\*Preliminary data from The 2018 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2019.